ABSTRACT

This research is to determine the comfort of jackets used by Korean lovers without eliminating Korean style. The aim of this research is to convey the elements and impressions of the jacket used through patterns, colors or compartments and cuts on the jacket so that it conveys KPop by using elements of product semantics and increasing comfort when wearing a leather jacket. Data collection for this design uses a method that combines quantitative and qualitative methods by collecting data from previous researchers about Korea and the development of Korean clothing styles, conducting observations, and interviews including 20 interviews and distributing questionnaires to obtain sufficient data to design the jacket that will be made. . So we can find a solution to the problem with the popular Korean jacket with comfort when wearing it when attending KPop events with air coming in and out so it doesn't sweat easily and is comfortable when wearing the jacket.

Keywords: *Popular Korea, Jacket, Semantics*